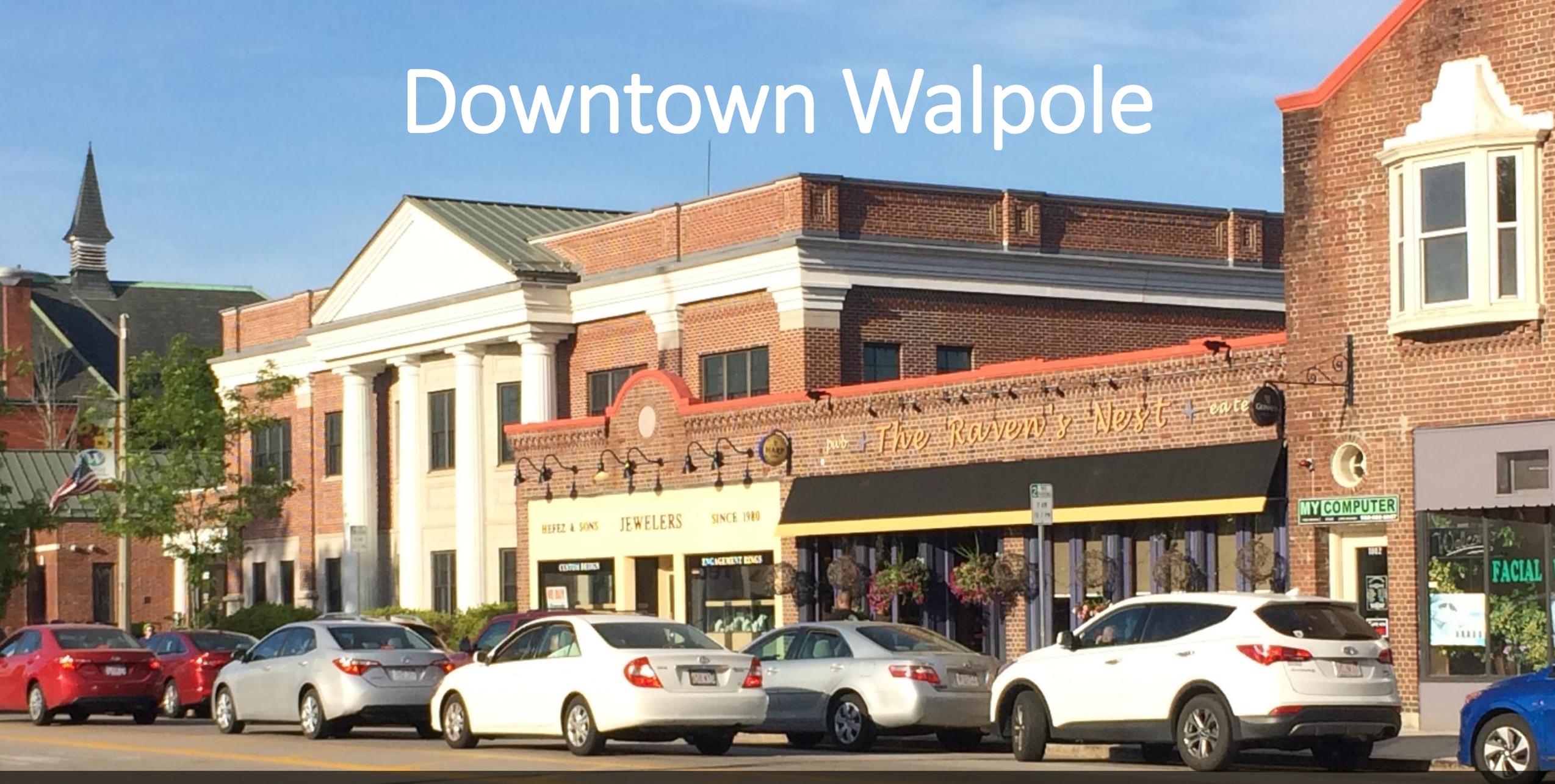


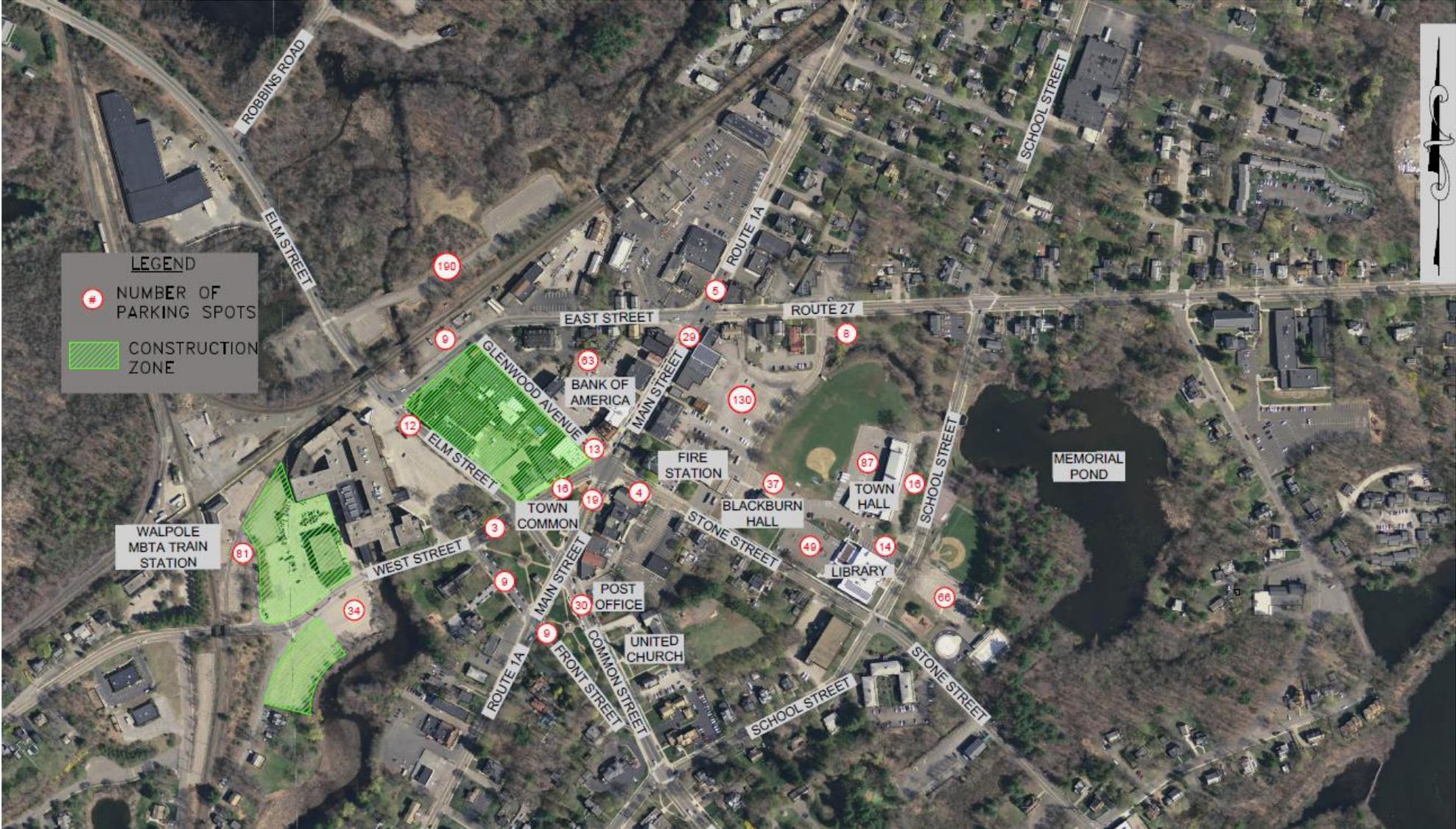
Downtown Walpole



Parking & Economic Development Strategy

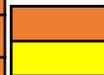
Board of Selectmen's Meeting, April 30, 2019 with McCabe Enterprises & Pare Corporation

Parking Inventory



Parking Supply and Usage

Wednesday, October 10	Total	Taken	% Taken
On Street:			
Main Street (North)	29	5	17%
Main Street (South)	19	3	16%
West Street (North)	16	13	81%
West Street (South)	3	3	100%
Common Street	30	4	13%
Front Street (East)	9	1	11%
Front Street (West)	9	9	100%
Elm Street	12	6	46%
Glenwood Avenue	13	0	0%
Route 1A	5	2	40%
East Street	9	9	100%
Stone Street	4	0	0%
Parking Lots:			
Playground	66	11	17%
Town Hall	140	77	55%
Library	63	17	27%
Fire Station	130	60	46%
Route 27	8	5	63%
Glenwood Street	63	27	43%
Train Station	81	77	95%
West Street	34	34	100%
MBTA Elm Street	190	190	100%



90% or more spots occupied

75% or more spots occupied

- Parking inventory for Downtown Walpole completed on October 4, October 10 and November 17
- Counts were completed at 8 am, noon and 4 pm to get all three of the peak times
- The counts to the left represent the worst case scenario; 8 am on Wednesday, October 10

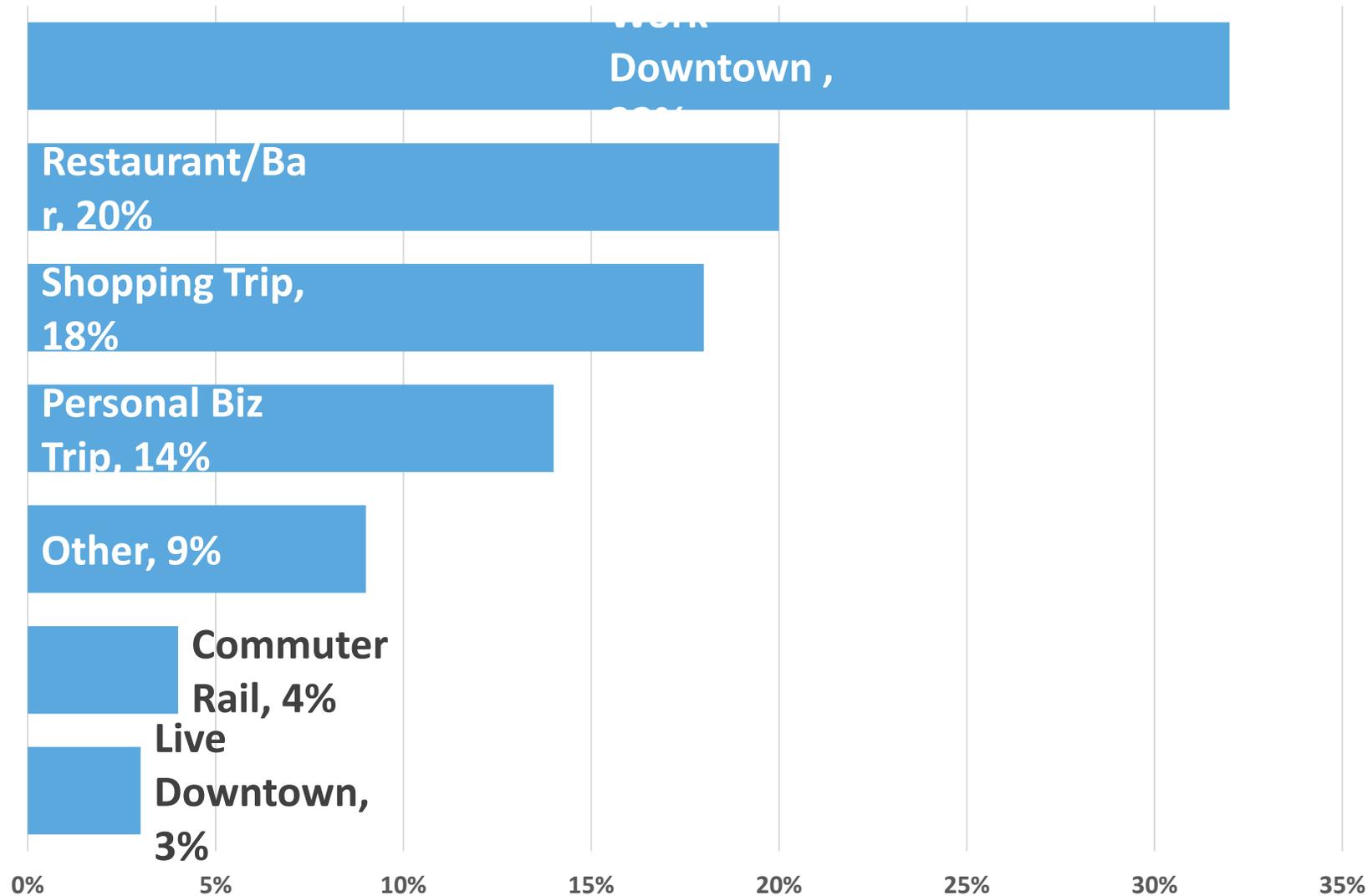
Commuter Rail Parking

- Parking available at the Walpole Commuter Station and Elm Street MBTA Parking Lot
- New construction has resulted in loss of commuter parking on private property: approximately 180 spots



Town	Walpole	Canton	Dedham	Norfolk	Norwood Central	Sharon	Stoughton
Available MBTA Parking	253	764	497	532	781	542	333

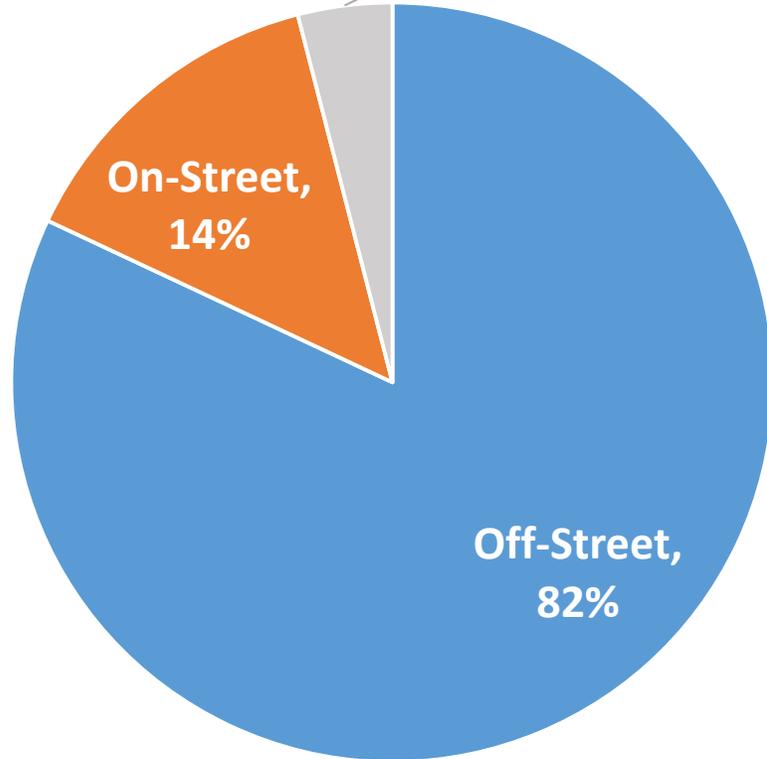
Why People Come to Downtown Walpole



Downtown Parking Survey

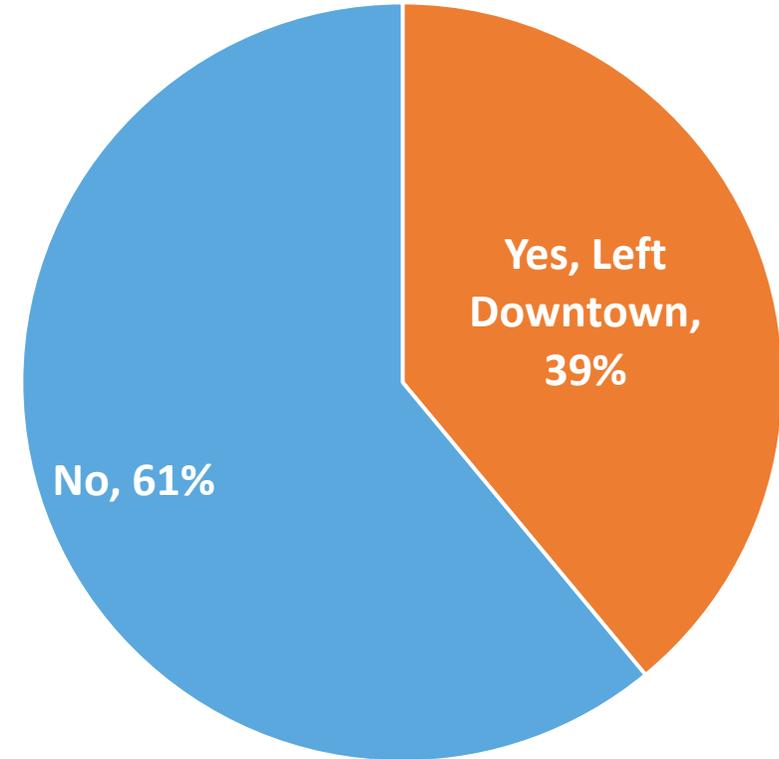
Where People Park

[CATEGORY NAME],
[VALUE]



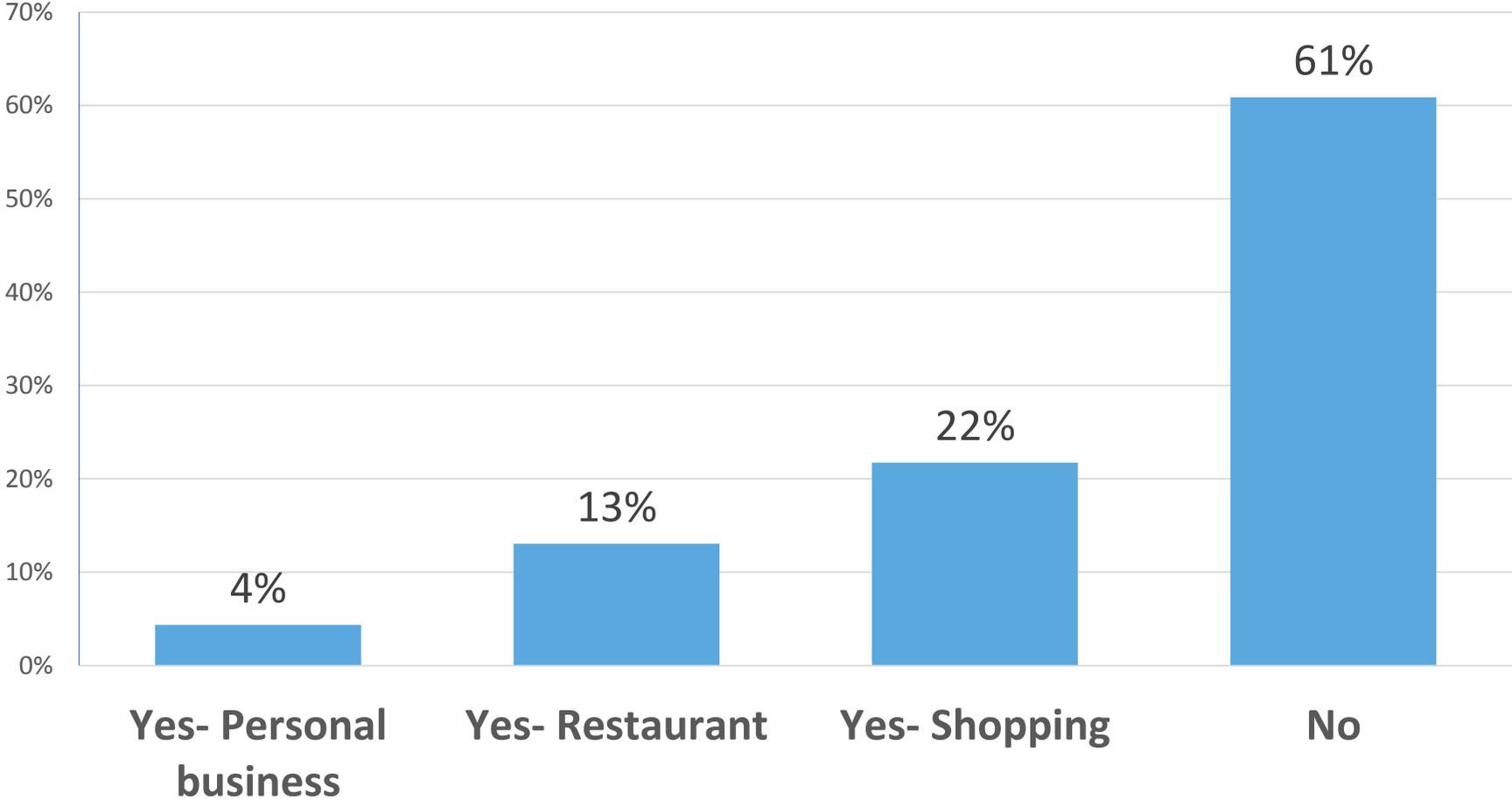
■ Off-Street ■ On-Street ■ N/A

Left Downtown Due to No Parking



■ Yes, Left Downtown ■ No

If you visited Downtown today to take the train are you planning on patronizing the Downtown for any other reason?



Walkability



Town	Walkability Score	Category
Downtown Dover	36	Car Dependent
Downtown Norfolk	39	Car Dependent
Downtown Walpole	52	Somewhat Walkable
Downtown Westwood	56	Somewhat Walkable
Downtown Sharon	59	Somewhat Walkable
Downtown Dedham	62	Somewhat Walkable
Downtown Foxboro	65	Somewhat Walkable
Downtown Medfield	79	Very Walkable
Downtown Franklin	80	Very Walkable
Downtown Norwood	89	Very Walkable

Source: www.walkscore.com

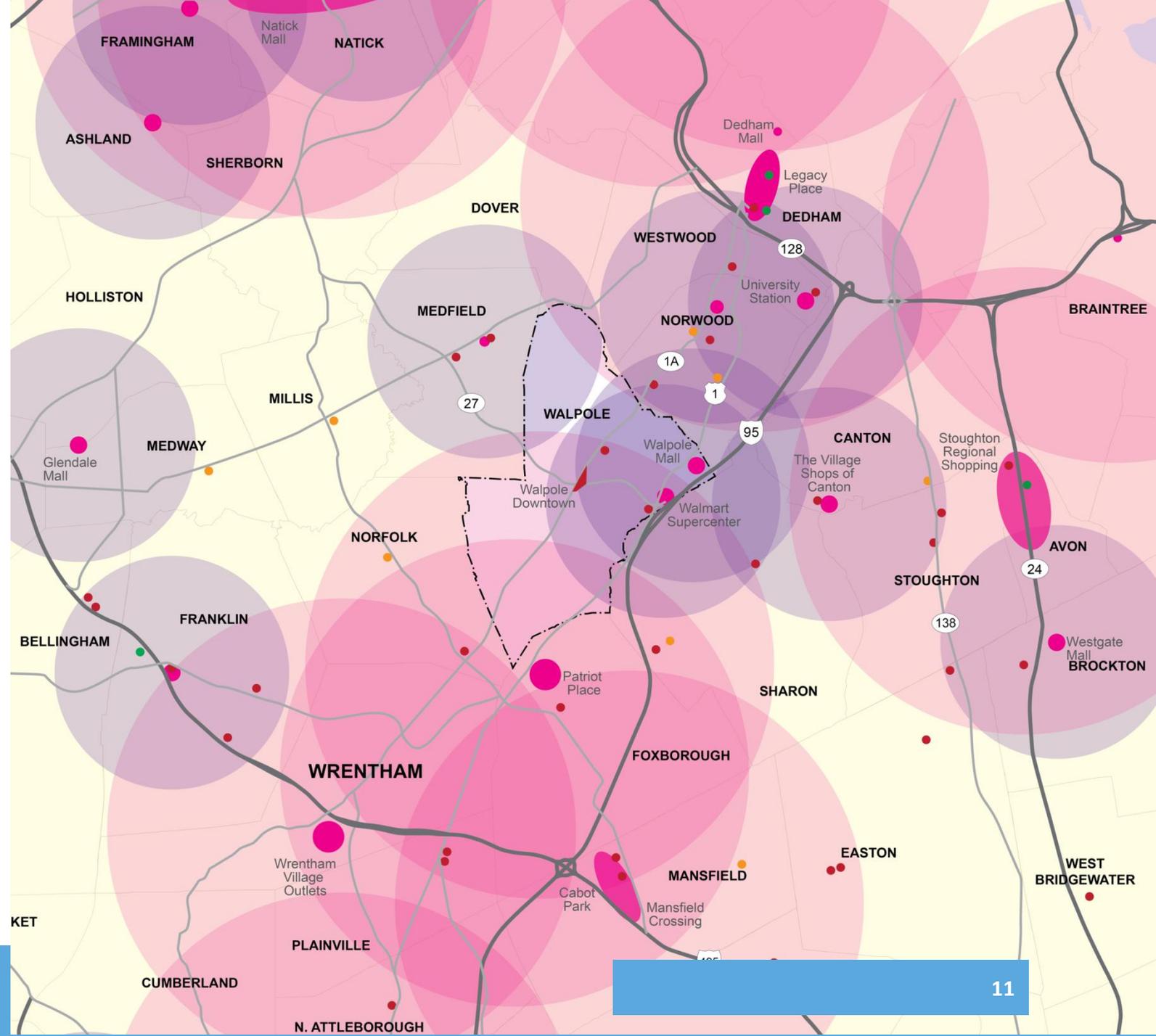
Wayfinding

- Wayfinding Aids Drivers and Pedestrians
- Develops an Image and Brand
- Identifies Parking Areas
- Connects People with Services & Destinations



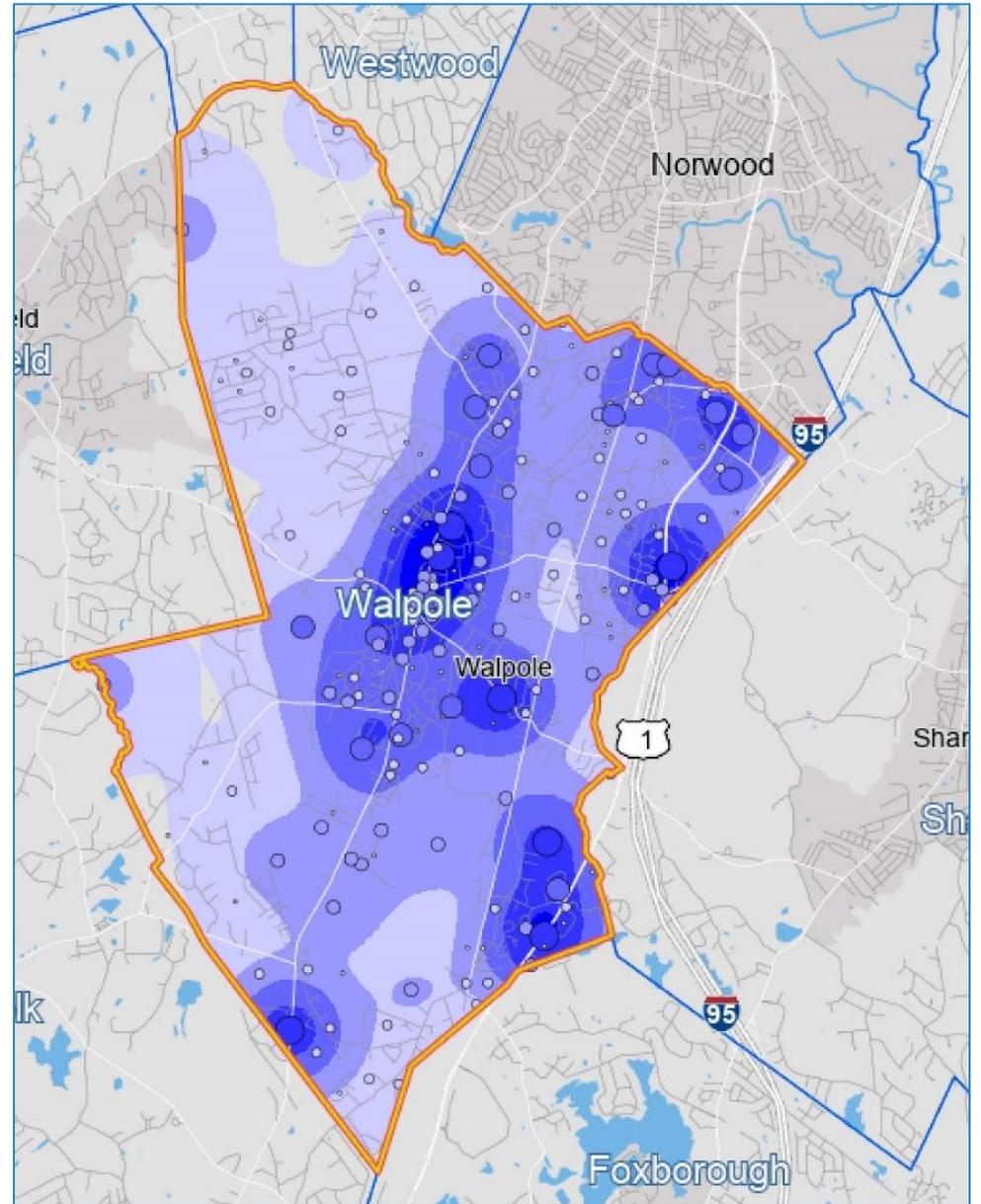
Competitive Retail Areas

- Retail Center
- Local Shopping Trade Area
- Regional Center Trade Area
- Grocery
- Wholesale club
- Specialty food



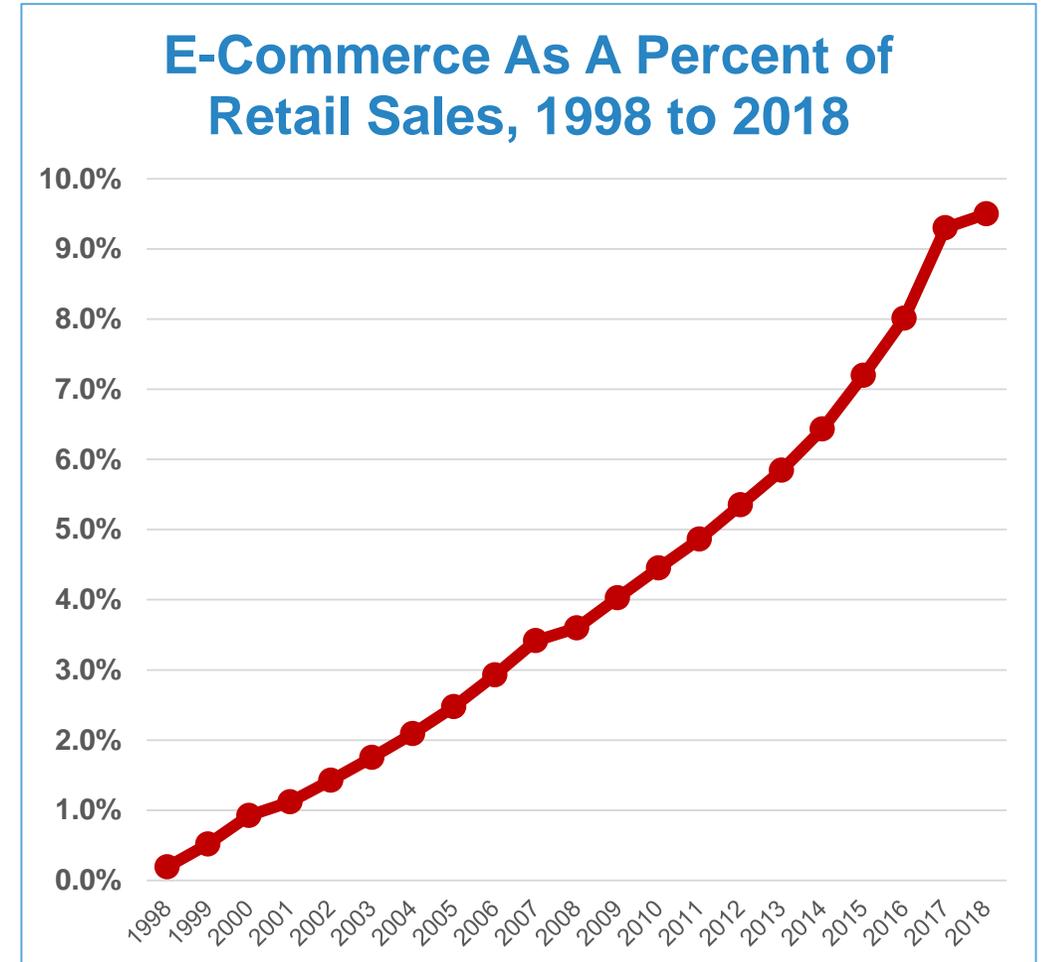
Customer Base for Downtown

- **Residential Customers**
 - Downtown residents – 2,475 households
 - Walpole Residents – 8,990 households
- **Area Employees**
 - Nearby employees – Town Hall, Schools, Station Business Center
 - 3,359 Persons Working in Vicinity of Downtown Walpole
- **Visitors**
 - Not a key segment; few in number
 - Special Event patrons



Retail & Business Districts Are Changing

- **Stores are Shrinking**
 - Smaller Footprints
 - Stores as Showrooms
- **Focus on Food, Experiences, Social Gathering Spaces**
 - Restaurants, Coffee Shops, Bars
 - Fitness, Yoga, Martial Arts
 - Special Events at Retail Outlets & Businesses
 - Co-working



How do we get from today to the vision?

Today:

An Auto-Oriented District

- Broad roads
- Drive-thrus
- Focus on thru-put of vehicles
- Parking out-front and highly visible



Vision:

Walkable Vibrant Downtown

- Pedestrian-focus
- Stroll to nearby stores
- Live close to restaurants, food, convenience, entertainment
- Connections with nature: Spring Brook / Neponset / Open Space
- Prospering Businesses

Building a Vibrant, Healthy Downtown Walpole

Parking & Mobility

- **Parking**
 - Map
 - Manage
 - Enforce
 - Add Spaces
- **Make Downtown More Walkable**

Economic Vitality

- **Build Customer Base**
- **Business Mix**
- **Small Business Growth**
- **Redevelopment**

Design

- **Wayfinding**
- **Streetscape Improvements**
- **Storefront Improvements**

Promotion

- **Image & Brand Identity**
- **Shop Local**
- **Downtown App**
- **Special Events**
- **Placemaking**
- **Bay Circuit Trail**

Organization

- **Engage residents, business & property owners**
- **Consider a Public-Private Partnership for Downtown**

McCabe Enterprises Team

*Specialists in strategic community planning,
economic development and public financing .*



Moving Your Vision to Reality – Your Plan-Do Professionals

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McCABE ENTERPRISES

Moving your vision to reality – your Plan-Do professionals



Pare Corporation

Engineers & Scientists
Foxborough, MA and Lincoln RI

